

# 1984 Index of Articles

## JANUARY

**A new golden age for horticulture?** A gardening expert from England calls on U.S. industry to revise emphasis and institutions to produce a gardening scene that would surpass the envied Old World "Golden Age" of horticulture. By Derek Fell.

**GFA compares Gallup, Simmons data.** By Bruce Butterfield.

**Second Winter National Hardware Show.** A preview of the 1984 Winter NHS.

**ABCs of garden cutting tools**

**Preprint: It's a word to watch in the ad world.** An ad agency executive, a garden center operator and a co-op hardware manager tell how preprint works for them. By Marjorie Riggan.

**OPEDA speaker to discuss imports.** (See Power Equipment Report.)

**Toro sues parts distributing firm.**

**Five-year warranty on B & S ignition system.**

**Compliance mowers: year 2.** A dealer who sells walk-behinds by the thousands gears up for new service and merchandising strategies to fit the compliance-mower era. By Glenn Hensley.

## FEBRUARY

**Portable power sales curve: How fast? How far?** By Wendall J. Burns.

**Leisure-living products move to forefront.**

**ABCs of planters**

**Traffic-building events.** Fun atmosphere makes price secondary. By Marjorie Riggan.

**Product movement report, autumn, 1983.** Trends of eight product lines are listed by regions with table showing national and regional statistics for retailers.

**Retail credit: marketing tool for dealers.** (See Power Equipment Report.)

## MARCH

**Smarter inventory.** A central distributor matches computers, phones and highly trained personnel to speed parts and accessories to servicing distributors and dealers. By Frank Buckingham.

**ABCs of ignition**

**Lawn service contracting: Threat or opportunity for retailers?** There is continued growth and change in this business, including involvement by True Value hardware stores. By Steve Trusty.

**Gardening supplements serve editors.**

**Six associations sponsor UK's largest garden trade fair: GLEE.** By Wendall J. Burns.

**Louisville Expo gains support, sets seminar topics.**

**NESDA surveys promotional practices.** (See Power Equipment Report.)

**Marketing chemicals step by step.** Heavy up-front investments finance years of R & D that precede over-the-counter sales of lawn and garden chemicals. By Steve Trusty.

**P-O-P kit boosts packet seeds.**

## APRIL/MAY

**Growing the market—Part 1.** Knowing the market: Major new task in growing the market. The 1984

series deals with gaining and interpreting data on this industry. By Wendall J. Burns.

**Gardening households, a statistical profile.** By Bruce Butterfield.

**The role of distributors: Risk takers, savvy about grassroots markets.** By Wendall J. Burns.

**OPEDA: Winning members and influencing the market.**

**ABCs of growing media.**

**Building fall store traffic.** The major task addressed by the Fall Planting Council is to get the public's attention.

**Spring bulbs a FIFP natural.**

**Product movement report.** Chart shows retail reports of sales of indoor plant supplies and seven other winter product lines in the four U.S. Census regions.

**Garden week idea grew from hobby.**


**Ford revamps lawn and garden line.** (See Power Equipment Report.)

**Cleanup season, product lines expand.** The best sellers, sales trends and expanded product lines for fall gardening sales.

continued on page 71

# Bolens DEALER PROFIT SYSTEM

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## Index

continued from page 69

**How OMC faced imports.** Decentralization of pricing, distribution and other strategies were described by Outboard Marine Corp.'s president Robert Wallace for OPEDA members.

**Birds are big business.** By Steve Trusty.

**Bachman's starts wholesale nursery.**

**PR message stressed.**

**Ingersoll buys J I Case OPE division.**

**Insect market good.**

**Weyerhaeuser, Shemin into export/import.**

**New turfgrass strains not as thirsty.**

### JUNE

**Holiday decor brings full margins.** With shoppers' emotions running high, retailers handling unique quality decor for the holiday season can command top dollar for this merchandise. By Steve Trusty.

**ABCs of engine maintenance.**

**Selling power products for winter living.**

To harvest firewood. By Wendall J. Burns.

To clear snow the easy way. By Dan Torchia.

**New association formed: PPEMA.** (See Power Equipment Report.)

**NHS courts lawn and garden division.**

**Point committee sees demand for services.**

**Wood heating seminars planned.**

**Consumers bullish on economy.**

### JULY

**Numbers guide Amlings in media and site selection.** Chicago retailer uses data from media, state highway department and consultants to reach more consumers. By Wendall J. Burns.

**ABCs of spreaders and applicators.**

**Louisville...A bold new turn for lawn and garden industry.** Warner Frazier, chairman of the OPEI policy committee that has guided the launching of the Louisville Expo, tells how the event evolved.

**Highlights of the Expo: July 23-25.**

**Who's Who in the Louisville Expo.**

**More changes for OPE safety standards.** (See Power Equipment Report.)

Comments end on chain saw proposals.

Riding vehicle changes proposed.

ASAE gets standards for L & G equipment.

**Advertising roundup.** Major promotions introduced this spring and summer include point-of-purchase kits from Echo and Kohler and advertising campaigns from Husqvarna, HMC and Spring-Green.

**Getting your hands on the merchandise.** Tests to help you determine the pros and cons of equipment in the marketplace. By Scott Nesbitt.

**The Expo's demo area: an industry first.**

**Splitters carving niche in equipment market.**

**Growing the market—Part 2.** Marketing information systems: Guidelines for retailers. By Edwin E. Bobrow.

**NHS enters final preparations, adds seminars.**

**Texas freeze loss set at \$400 million.**

**Chemical company sponsors products contest.**

**AAN cites projects.**

**Snow-thrasher shipments increase in 1984.**

**Toro boosts snow-thrasher sales.**

**Nurserymen pass certification exam.**

**FNMA moves headquarters to Orlando.**

**Fall Planting Council sets 1984 agenda.**

### AUGUST

**Product packaging.** How the bright look attracts

consumers and how one volume buyer avoids packaging bloopers. By Marjorie Riggan.

**NHS expo spurs packaging innovations.**

**Cure for media bleed: Tie in-store packaging in TV ads.**

**ABCs of composting equipment.**

**Refocusing on lawn and garden: 1984 NHS.** A decorative face-lift and a new demonstration area head Lawn & Garden/Outdoor Living Div. changes.

**Product movement report.** Chart measures retail sales trends of eight product lines for spring 1984 in the four U.S. Census regions. continued on page 73

# DEALER PROFIT SYSTEM

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## Index

continued from page 71

**OPEI buoyed by Expo, good sales.** Highlights of the annual meeting where OPEI takes stock of the short-term and long-term goals. By Wendall J. Burns.

**B & S acquires plant in Kentucky.** (See Power Equipment Report.)

**GIA celebrates 10th year.**

**Code system not universal for retailing industry.**

**Software made for nursery use.**

### SEPTEMBER

**High tech is here.** Manufacturers are using CAD/CAM (computer-assisted design and manufacture) for lawn and garden power products, fertilizers and other merchandise. By Frank Buckingham.

**ABCs of indoor plant accessories.**

**Louisville Expo: It worked.** By Scott Nesbitt.

**Electronic marketing to be major influence.**

**Growing the Market—Part 3.** Simmons and Gallup data presented to Executive Forum.

**Louisville Expo: Attendance and attitudes spelled success.** By Wendall J. Burns.

**New engine series offers custom features to OEMs.**

**Fall planting important to associations.**

**Union Carbide to start new division.**

**Retail systems topic of conference.**

**HRHA elects VPs.**

**Expansion of McCormick Place approved.**

**Gardens touted as art.**

### OCTOBER

**Lawn fertilizer update:**

**Retailers switch brands, strategies to hold market share.**

**\$5,000 guarantee on price wins fertilizer sales.** Tom's Garden and Christmas World featured. By Steve Trusty.

**One supplier's view of the fertilizer business.** The Andersons of Maumee, OH.

**Retailers use radio to reach home gardeners.**

**ABCs of engine filters.**

**How Ace sets the pace for lawn and garden.** Supplement provides these articles:

**Best Buys are business builders.**

**Merging products into profitable programs.** Buyers Tony Druke and Bill Udischas profiled. Positioned for computer age. How Ace uses computers.

**Network of 4,600 dealers means buying power.** With information and Lawrence R. Gavin, president and chief operating officer.

**"We chase the business."** Profile of Hesse Ace Hardware in Libertyville, IL.

**Distributor shows: How they work.**

**OPEDA members size up computers.** (See Power Equipment Report.)

**Snapper sues for co-op abuse.**

**Southern nurserymen honored.**

### NOVEMBER/DECEMBER

**New Gallup data.** Consumers buy 21 percent more in '84. The annual study by Gardens for All and Gallup shows six of seven product categories increased substantially.

## Product Movement Report

**'82 Census data.** Equipment shipments at \$2.38 billion.

**ABCs of wood splitters.**

**Retailers see big '85 increase.**

**Patio: Price sensitive.**

**New market niche for commercial mowers.** Retailers and suppliers explain contractors' and some discriminating home owners' heightened interest in higher-priced, more durable walk-behind mowers.

**President's Viewpoint.** Robert W. Reid, president of

the Outdoor Power Equipment Institute, responds to the challenges and opportunities in the lawn and garden equipment industry.

**Eidsmoe heads NLGDA**

**Retailers report on purchases.** Retail members of AAN report on '84 green good purchases.

**GCA members give delivery-service data.**

**Deere acquires 20 percent of Bantam.** (See Power Equipment Report.)


**Distributor brought dealers to Expo.**

**McCulloch: One year later.**

**Executive Forum.** Timetable shortened for new product debut.

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